

DESTINATION 2040 – SUMMARY OF PUBLIC ENGAGEMENT PROCESS

“Destination 2040 – Choosing Lexington’s Future” is centered on a root question: “How will we protect all that we value while continuing to grow as a community?”, as applied over four distinct Aspects of Community Life – Human Needs, Physical Growth, Economic Expansion, and Cultural Creativity. From February – July, 2008 the public was engaged through several processes to gather collective community input.

The purpose of this document is to capture the input received through the public process in summary fashion. Also, it can be used as a tool to help trace the evolution of each of the Destination 2040 ideas within the four Aspects of Community Life, and connect them to the level of public input and support that was received through the public process, and understand that level of support relative to other ideas. It contains input in the following sequential order – Round 1 Data, Round 2 Data, and Phone Survey Data - which reflects the basic input gathering processes used and shows how the areas of community emphasis and support evolved.

Rounds 1 and 2 utilized “naturally occurring meetings” of predominantly self-organized and self-led groups, through a common discussion format. A wide variety of groups participated, reflective of the total community. In addition, citizens were able to participate online via the Destination 2040 website. The Phone Survey was tied to the known community demographics, and represents a statistically significant sampling of the community.

Round 1 Data

The Round 1 exercise presented the 4 Aspects of Community Life (ACL) and a total of 35 various Community Elements arranged logically beneath them (an average of 9 Community Elements were considered per ACL). The ones shown in this document are the top 4 Community Elements receiving emphasis within each ACL. Participants were asked to vote on these elements based on whether they viewed them as something to “Value and Protect”, or as “Growth Opportunities” for our community. The elements that received the greatest number of combined votes are the ones that are presented here.

To help understand what kind of emphasis was given by the public, a “P / G Factor” is used, which is calculated by simply dividing the number of votes to “Value and Protect” by the number of “Growth Opportunity” votes. The following scale represents how the resulting factor should be interpreted:

<u>P / G Factor</u>	<u>Interpretation</u>
0.0 - 0.50	This community element is seen as needing <u>high attention as a growth opportunity</u> , representing large untapped potential, great need for strengthening or improving existing efforts, or great need for building more community capacity.
0.51 - 1.0	This community element is seen as needing <u>moderate attention as a growth opportunity</u> , representing untapped potential, need for strengthening or improving existing efforts, or need for building more community capacity.

- 1.0 This community element is seen as a dual opportunity for both protection and growth, indicating it is viewed perhaps very differently by people, or that it has made desirable progress, but still has much progress to realize.
- 1.01 - 1.50 This community element is seen as needing moderate attention toward protection, representing a major community asset or area of strength, solid existing community capacity, or a valued attribute that should be kept in a good state.
- 1.51 – 2.0 This community element is seen as high attention toward protection, representing a major community asset or area of strength, solid existing community capacity, or a most highly valued attribute that should be protected no matter what.

Round 2 Data

For Round 2, participants were asked to consider a number of “Action Approaches” that were developed as examples of how to address the key Community Elements that rose to the top in Round 1. These approaches were developed in the first Work Team meetings. Each of the approaches considered are shown here, along with the relative level of support that was received through the community input process.

This demonstrates what types of ideas the community perceives as potentially most fruitful to help “Value and Protect” the Community Element, or move it forward as a “Growth Opportunity”. The list of Action Approaches is certainly not exhaustive, and new approaches were invited from the public, and may also be developed/ proposed by the Work Team through a consensus process.

Phone Survey Data

The Matrix Group conducted a phone survey to gather additional information, and also to validate the results gathered through Rounds 1 and 2 of the public engagement phase. The phone survey is statistically significant, based on the known demographics of the Lexington community.

1000 completed interviews were conducted with Lexington/Fayette County residents by telephone, through intercept interviews and online by invitation (*those under 25*) between June 18th and August 9th, 2008.

Based on Lexington’s population of 210,944 (2006 U.S. Census projection) for residents age 18 and older, this research provides results at a 95% confidence level with a margin of error plus or minus 3.1 %. The survey results square extremely well with the Round 1 and 2 results.

What Follows

The following pages show each Community Element in turn, with the relevant associated support data received

Round 1 - Community Element / Idea / Theme:

Safe, Adequate, Affordable Housing (343 - Protect + 500 - Growth) = 843

P / G Factor: .68 Seen primarily as an area in which our community needs to grow / improve

Seven Vital Questions - Relevant Responses

People Want: A better Lexington; opportunities for all [10]
 Greatest Weakness: Divisiveness [30];
 Greatest Challenge: Equity issues [20];
 Vision / Future: Equitable community inclusive of all people [30];
 Great Idea Topics: affordable housing,

Round 2 – Approaches Considered for this Community Element:

Create a coordinated system of outreach, education, life skills training, and support for residents of low income housing	258
Implement a development system or process to ensure that a minimum supply of affordably priced housing is constructed to meet the community's needs.	212
As people age, increase housing opportunities and support for them to remain in their homes as long as possible	201
Bring all substandard housing up to code.	193
Provide protection and support for those not competent to manage their own finances.	77

Phone Survey - Matrix

Adequate, Safe, Affordable Housing Rank: 5 / 7 on a Scale of 1-10 = 8.42

Which stands out as being most important Human Need? Rank: 4 / 7 (12.2%)

122

Human Needs	Total	
	Mean	Base
<i>Summary</i>	8.56	1,000
High quality public education for all students	9.23	1,000
Citizen safety and welfare	9.12	999
Protection of natural resources	8.65	989
Affordable health care	8.47	993
Adequate, safe, affordable housing	8.42	998
Adequate nutrition for all	8.35	995
Access to affordable childcare for all parents	8.05	982

<i>Of all of the Human Needs items just rated, which one stands out as being most important?</i>	Total	
	%	#
High quality public education for all students	40.9%	409
Citizen safety and welfare	15.9%	159
Affordable health care	13.6%	136
Adequate, safe, affordable housing	12.2%	122
Protection of natural resources	8.9%	89
Adequate nutrition for all	3.8%	38
Access to affordable childcare for all parents	2.9%	29

Round 1 Community Element / Idea / Theme:

Educational Opportunity

(298-Protect + 456-Growth) =

754

P / G Factor: .65

Seen primarily as an area in which our community needs to grow / improve

Seven Vital Questions - Relevant Responses

People Want: A better Lexington; opportunities for all
 Greatest Asset: University of Kentucky [40]; access to higher education [20]
 Greatest Opportunity: University of Kentucky / higher education [40]; young people [30]
 Greatest Challenge: Access to services, education [10];
 Legacy / History: UK / higher education center [50];
 Vision / Future: higher education center [30];
 Great Idea Topics: Education

Round 2 – Approaches Considered for this Community Element:

Assure that public school students are prepared for postsecondary education.	273
Provide affordable childcare for low-income working parents, and those trying to further their education.	245
Develop incentive programs and other forms of support to ensure that finances are not a barrier to postsecondary education.	230
Close the public school achievement gap for at-risk and lower-income students.	183
Develop a coordinated system to close the education gap that occurs in pre-K children, with emphasis on making quality pre-school programming accessible for those most at risk.	157
Develop and promote opportunities for residents to participate in a continuing variety of educational activities, to instill the value of life-long learning.	154

Phone Survey - Matrix

High quality public educations for all students Rank: 1 / 7 on a Scale of 1-10 = 9.23

Which stands out as being most important Human Need? Rank: 1 / 7 (40.9%)

409

Human Needs	Total	
	Mean	Base
<i>Summary</i>	8.56	1,000
High quality public education for all students	9.23	1,000
Citizen safety and welfare	9.12	999
Protection of natural resources	8.65	989
Affordable health care	8.47	993
Adequate, safe, affordable housing	8.42	998
Adequate nutrition for all	8.35	995
Access to affordable childcare for all parents	8.05	982

<i>Of all of the Human Needs items just rated, which one stands out as being most important?</i>	Total	
	%	#
High quality public education for all students	40.9%	409
Citizen safety and welfare	15.9%	159
Affordable health care	13.6%	136
Adequate, safe, affordable housing	12.2%	122
Protection of natural resources	8.9%	89
Adequate nutrition for all	3.8%	38
Access to affordable childcare for all parents	2.9%	29

Round 1 Community Element / Idea / Theme:

Medical Services / Health Care

(347-Protect + 356-Growth) =

703

P / G Factor: .97

Seen as an area in which our community is already strong, but could still improve

Seven Vital Questions - Relevant Responses

Greatest Challenge: Access to services, education [10];

Vision / Future: Equitable community inclusive of all people [30]; people are active and healthy [10]

Great Idea Topics: Health care

Round 2 – Approaches Considered for this Community Element:

Make affordable basic preventive health care accessible to all residents, including all children. 333

Provide educational and motivational initiatives, along with the needed supporting public infrastructure or opportunities, to focus residents on healthy living habits and to bring about a knowledgeable, healthier citizenry. 187

Develop and promote a coordinated approach to get people to eat a healthy diet and to exercise regularly. 135

Encourage employers to pay semi-skilled and skilled workers wages in accordance with recognized “living wage” calculations for this geographic area, reasonable to meet life’s basic needs. 134

Phone Survey - Matrix

Affordable Healthcare Rank: 4 / 7 on a Scale of 1-10 = 8.47

Which stands out as being most important Human Need? Rank: 3 / 7 (13.6%)

136

Human Needs	Total	
	Mean	Base
<i>Summary</i>	8.56	1,000
High quality public education for all students	9.23	1,000
Citizen safety and welfare	9.12	999
Protection of natural resources	8.65	989
Affordable health care	8.47	993
Adequate, safe, affordable housing	8.42	998
Adequate nutrition for all	8.35	995
Access to affordable childcare for all parents	8.05	982

<i>Of all of the Human Needs items just rated, which one stands out as being most important?</i>	Total	
	%	#
High quality public education for all students	40.9%	409
Citizen safety and welfare	15.9%	159
Affordable health care	13.6%	136
Adequate, safe, affordable housing	12.2%	122
Protection of natural resources	8.9%	89
Adequate nutrition for all	3.8%	38
Access to affordable childcare for all parents	2.9%	29

Round 1 Community Element / Idea / Theme:

Protection of Natural Resources (336-Protect + 198-Growth) = 534

P / G Factor: 1.70 Seen primarily as an area which our community values and wants to protect

Seven Vital Questions - Relevant Responses

People Like: great rural / urban mix
 Greatest Asset: rural / urban mix [40];
 Legacy / History: horse industry [80];

Round 2 – Approaches Considered for this Community Element:

Maximize the community's recycling efforts by requiring that recycling be provided by all waste removal services, and moving toward mandated resident and business recycling. 294

Make Lexington a leader in the movement to reduce greenhouse gases and employ sustainable choices in housing, transportation, and other community activities. 247

Ensure that all neighborhoods have some open public green space available. 232

Ensure that an adequate supply of fresh local food is grown that is capable of sustaining the community, and make it readily available in the marketplace. 159

Create a network of school and community gardens. 100

Phone Survey - Matrix

Protection of natural resources Rank: 3 / 7 on a Scale of 1-10 = 8.65

Which stands out as being most important Human Need? Rank: 5 / 7 (8.9%)

89

Human Needs	Total	
	Mean	Base
<i>Summary</i>	8.56	1,000
High quality public education for all students	9.23	1,000
Citizen safety and welfare	9.12	999
Protection of natural resources	8.65	989
Affordable health care	8.47	993
Adequate, safe, affordable housing	8.42	998
Adequate nutrition for all	8.35	995
Access to affordable childcare for all parents	8.05	982

<i>Of all of the Human Needs items just rated, which one stands out as being most important?</i>	Total	
	%	#
High quality public education for all students	40.9%	409
Citizen safety and welfare	15.9%	159
Affordable health care	13.6%	136
Adequate, safe, affordable housing	12.2%	122
Protection of natural resources	8.9%	89
Adequate nutrition for all	3.8%	38
Access to affordable childcare for all parents	2.9%	29

Round 1 Community Element / Idea / Theme:

Transportation Alternatives / Monorail (115-Protect + 636-Growth) = 751

P / G Factor: .18 Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

Greatest Weakness: Public transportation [40]; traffic congestion [30]; poor road planning [20]; potential loss of the rural / urban mix [20]

Greatest Challenge: Maintaining and improving public infrastructure [40]; improving traffic congestion [50]; improving public transportation [20];

Round 2 – Approaches Considered for this Community Element:

Develop more effective public transportation alternatives for commuter travel, including park and ride systems, light rail / monorail, and a restructuring of the LexTran system. 479

Follow through on LFUCG bike trails capital improvement plan, including a focus on university campuses (particularly UK), a rural route system, and a bike rental system to help fund trails maintenance / improvements. 240

Enter regional transportation agreements with Versailles / Woodford County and Winchester / Clark County to effect road improvements and scenic protections along the US 60 corridor, similar to the Paris Pike project for US 27/68. 198

Complete major new transportation connections, such as the I-75 to US 27 Connector Project and the Bluegrass Parkway to I-64 Connector Project. 185

Pursue development of a community / regional “Electro-Net” for implementation of an electric bike / plug-in car system. 57

Implement HOV (High Occupancy Vehicle) commuter lanes on the major arterials, and enforce properly. 56

Phone Survey - Matrix

New and efficient transportation alternatives

Rank: 4 / 6 on a Scale of 1-10 = 8.26

Which stands out as being most important Physical Growth need?

Rank: 2 / 7 (23.4%)

234

Physical Growth	Total	
	Mean	Base
<i>Summary</i>	<i>8.00</i>	<i>999</i>
Open greenspace for all neighborhoods	8.65	996
Programs designed to preserve Fayette County's rural landscape	8.55	994
Construction of buildings and infrastructure that is more environmentally friendly	8.39	993
New and efficient public transportation alternatives	8.26	994
Bike paths and trails, and pedestrian-friendly sidewalks	8.09	998
More multiple-unit, multi-level housing such as apartments and condominiums	6.27	993

<i>Of all of the Physical Growth items just rated, which one stands out as being most important?</i>	Total	
	%	#
Programs designed to preserve Fayette County's rural landscape	23.9%	239
New and efficient public transportation alternatives	23.4%	234
Open greenspace for all neighborhoods	18.6%	186
Construction of buildings and infrastructure that is more environmentally friendly	14.7%	147
Bike paths and trails, and pedestrian-friendly sidewalks	12.5%	125
More multiple-unit, multi-level housing such as apartments and condominiums	5.4%	54

Round 1 Community Element / Idea / Theme:

Public Facility Capacity (Parks, Schools, Libraries, Water Body, etc.) (251-Protect + 427-Growth) = 678

P / G Factor: .59 Seen primarily as an area in which our community needs to grow / improve

Seven Vital Questions - Relevant Responses

Greatest Weakness: development that is uncoordinated [30], too rapid [20], of poor quality [20]; lack of a unified planning vision [30]
 Greatest Opportunity: improved method of planning in the future [20]
 Greatest Challenge: Maintaining and improving public infrastructure [40];
 Vision / Future: planning foresight and new strategies [30];

Round 2 – Approaches Considered for this Community Element:

Plan ahead for predictable public infrastructure / facilities that will need to be redeveloped or increase capacity to accommodate higher population and dwelling unit density.	281
Propose a dedicated new public revenue stream for parks and trails, to better equip / maintain the current parks system and to complete tangible trail linkages between parks.	199
Build an amphitheater at Jacobson Park large enough to accommodate major community events / gatherings.	158
Institute a weekly car-free road day during warm weather months (e.g. Sunday afternoon from 2-6), to close a significant portion of a major road to vehicular traffic, and make available for bike / pedestrian recreational use only.	128
Construct a new civic arena to replace Rupp Arena.	44

Phone Survey - Matrix

A combination of Open Greenspace for Neighborhoods and Bike Paths / Trails / Pedestrian Friendly Sidewalks is highlighted here, as representative of community desire for public facility capacities.

Rank: 1 & 5 / 6 on a Scale of 1-10 = 8.37 Avg

Which stands out as being most important Physical Growth need?

Rank: 3 & 5 / 6 (31.1% combined)

311

Physical Growth	Total	
	Mean	Base
<i>Summary</i>	<i>8.00</i>	<i>999</i>
Open greenspace for all neighborhoods	8.65	996
Programs designed to preserve Fayette County's rural landscape	8.55	994
Construction of buildings and infrastructure that is more environmentally friendly	8.39	993
New and efficient public transportation alternatives	8.26	994
Bike paths and trails, and pedestrian-friendly sidewalks	8.09	998
More multiple-unit, multi-level housing such as apartments and condominiums	6.27	993

<i>Of all of the Physical Growth items just rated, which one stands out as being most important?</i>	Total	
	%	#
Programs designed to preserve Fayette County's rural landscape	23.9%	239
New and efficient public transportation alternatives	23.4%	234
Open greenspace for all neighborhoods	18.6%	186
Construction of buildings and infrastructure that is more environmentally friendly	14.7%	147
Bike paths and trails, and pedestrian-friendly sidewalks	12.5%	125
More multiple-unit, multi-level housing such as apartments and condominiums	5.4%	54

Round 1 Community Element / Idea / Theme:

Land Use Decisions

(315-Protect + 345-Growth) =

660

P / G Factor: .91

Seen primarily as an area in which our community needs to grow / improve

Seven Vital Questions - Relevant Responses

People Like: Scenic beauty; horse farms

People Want: Better method of planning that is integrated, balanced, and unified

Greatest Asset: Scenic beauty [70]; natural surroundings [30]; horse farms [110]

Greatest Weakness: lack of a unified planning vision [30]; potential loss of the rural / urban mix [20]

Greatest Opportunity: Downtown revitalization [80]; infill and redevelopment efforts [30]; improved method of planning in the future [20]

Greatest Challenge: controlled growth and development [10]; unified planning vision [120]

Legacy / History: Horses [170]; farms [150]; horse capital [30]; rural landscape [30]

Vision / Future: Revitalized downtown achieved [30]; planning foresight and new strategies [30]; preserved rural landscape [30]

Great Idea Topics: Control growth in ways that preserve the rural landscape; institute more green, sustainable growth; broad inclusion and partnerships in planning / decision making; regional cooperation

Round 2 – Approaches Considered for this Community Element:

Continue to protect the rural landscape / agricultural industry through use of the urban service boundary concept, PDR program, and other needed protections. Seek ways to limit the amount of conflict that occurs when considering a boundary expansion, such as narrowing down areas for consideration. 313

Revise local planning regulations and building codes to promote or require an ever-increasing level of energy efficient, sustainable development and buildings. (such as LEED certified buildings) to reduce carbon emissions / greenhouse gases. 246

Proactive planning system that will pre-identify and firmly establish the location of all public infrastructure needs, including street routes, sewer and utility routes, parks, school sites, etc. in advance of development 212

Support the practice of regional cooperation and planning, by starting on specific major needed near-term projects and growing one-on-one relationships with other communities as progress is achieved (Paris Pike example). 158

Move toward using less land for housing by developing denser, smaller, more vertical residential housing, as opposed to the typical style of current residential development. 150

Devise a more open and creative planning system for high activity areas of town that is based on clearly stated community goals for a defined area and a broad mixture of permissible development options, rather than the current restrictive system of parcel-by-parcel zoning. 130

Phone Survey - Matrix

A combination of Programs to Preserve Rural Landscape and More Multi-Unit, Multi-Level Housing is highlighted here, as representative of community sense of Land Use Decisions

Rank: 2 & 6 / 6 on a Scale of 1-10 = 7.41 Avg

Which stands out as being most important Physical Growth need?

Rank: 1 & 6 / 6 (29.3% combined)

293

Physical Growth	Total	
	Mean	Base
<i>Summary</i>	8.00	999
Open greenspace for all neighborhoods	8.65	996
Programs designed to preserve Fayette County's rural landscape	8.55	994
Construction of buildings and infrastructure that is more environmentally friendly	8.39	993
New and efficient public transportation alternatives	8.26	994
Bike paths and trails, and pedestrian-friendly sidewalks	8.09	998
More multiple-unit, multi-level housing such as apartments and condominiums	6.27	993

<i>Of all of the Physical Growth items just rated, which one stands out as being most important?</i>	Total	
	%	#
Programs designed to preserve Fayette County's rural landscape	23.9%	239
New and efficient public transportation alternatives	23.4%	234
Open greenspace for all neighborhoods	18.6%	186
Construction of buildings and infrastructure that is more environmentally friendly	14.7%	147
Bike paths and trails, and pedestrian-friendly sidewalks	12.5%	125
More multiple-unit, multi-level housing such as apartments and condominiums	5.4%	54

Round 1 Community Element / Idea / Theme:

Infrastructure (Roads, Utilities) (142-Protect + 426-Growth) = 568

P / G Factor: .33 Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

Greatest Weakness: traffic congestion [30]; poor road planning [20]; development that is uncoordinated [30], too rapid [20],
Greatest Challenge: Maintaining and improving public infrastructure [40]; improving traffic congestion [50];

Round 2 – Approaches Considered for this Community Element:

Develop a better methodology for coordination of utility construction in the rights-of-way, when major projects are being done. For example, in conjunction with major upcoming sewer construction projects, take advantage of all opportunities to do other public infrastructure work needed while the area is disturbed. 197

Regarding street planning, revise planning regulations to provide for “Complete streets” design concept (which ensures cooperative sharing by autos, bikes, and pedestrians); and be sure to preserve existing street capacities by making use of frontage / backage access roads, and providing adequate “pull-off” space for disabled vehicles. 190

Revise and utilize LFUCG development / engineering standards for infrastructure to provide for creativity and flexibility – creative infrastructure solutions allowed. 102

Develop regulations for public facilities that require all public infrastructure to be adequately maintained, once built or repaired; that calculations to assure available capacity are made in advance of adding new development to existing systems, and burying utilities underground at every opportunity. 127

If opportunity arises in the future, pursue city-owned public utilities (non-condemnation purchase option). 82

LFUCG should take full control of all roads inside New Circle Rd. from the state, and should also seek to expand AM /PM reversible lanes on major arterial commuter routes (such as exists on Nicholasville Rd). 81

Phone Survey - Matrix

A combination of Construction of Environmentally Friendly Bldgs / Infra and Bike Paths / Trails / Pedestrian Friendly Sidewalks is highlighted here, as representative of community desire for road and utility infrastructure. Rank: 3 & 5 / 6 on a Scale of 1-10 = 8.24 Avg

Which stands out as being most important Physical Growth need?

Rank: 4 & 5 / 6 (27.2% combined)

272

Physical Growth	Total	
	Mean	Base
<i>Summary</i>	<i>8.00</i>	<i>999</i>
Open greenspace for all neighborhoods	8.65	996
Programs designed to preserve Fayette County's rural landscape	8.55	994
Construction of buildings and infrastructure that is more environmentally friendly	8.39	993
New and efficient public transportation alternatives	8.26	994
Bike paths and trails, and pedestrian-friendly sidewalks	8.09	998
More multiple-unit, multi-level housing such as apartments and condominiums	6.27	993

<i>Of all of the Physical Growth items just rated, which one stands out as being most important?</i>	Total	
	%	#
Programs designed to preserve Fayette County's rural landscape	23.9%	239
New and efficient public transportation alternatives	23.4%	234
Open greenspace for all neighborhoods	18.6%	186
Construction of buildings and infrastructure that is more environmentally friendly	14.7%	147
Bike paths and trails, and pedestrian-friendly sidewalks	12.5%	125
More multiple-unit, multi-level housing such as apartments and condominiums	5.4%	54

Round 1 Community Element / Idea / Theme:

Stable Employment / Adequate Wages (245-Protect + 407 – Growth) = 652

P / G Factor: .60 Seen primarily as an area in which our community needs to grow / improve

Seven Vital Questions - Relevant Responses

People Want: More good job opportunities
 Greatest Weakness: Lack of opportunity [10]; losing young people after they receive their educations [10]; too few large companies / employers [10]
 Greatest Challenge: Creating job opportunities [10]; maintaining a balanced economy [10]
 Vision / Future: Better job opportunities [30]; retain young people [10];

Round 2 – Approaches Considered for this Community Element:

Aim business and job expansion efforts at both high-wage skills-based businesses (examples: technical, manufacturing, service) and high-income knowledge-based businesses (examples: professional, technological, scientific, engineering). 271

Expand financial incentives to businesses that provide opportunities to their workers to receive training and become more highly skilled, allowing them to promote upward and advance through the work force. 213

Invest in an attractive environment for people who will build and sustain both skilled trades and white collar businesses by reducing the cost of launching arts, music, and entertainment businesses that enhance Quality of Life. 167

Develop permanent school-based staff positions dedicated to linking students (from preschool to college levels) with both skilled trades and knowledge-based companies; examples of linking approaches include job shadowing and mentoring. 111

Phone Survey - Matrix

More high wage / high skill jobs Rank: 1 / 7 on a Scale of 1-10 = 8.52

Which stands out as being most important Economic Expansion need? Rank: 1 / 7 (26.7%)

267

Economic Expansion	Total	
	Mean	Base
<i>Summary</i>	8.08	998
More high wage/high skill jobs	8.52	994
Working more with universities to generate economic development	8.38	988
Continued learning opportunities for adults to engage in lifelong learning	8.25	994
Start-up business opportunities for emerging entrepreneurs	8.16	991
Efforts designed to support and grow Fayette County's agricultural industry	7.99	989
Establishing stronger working relationships with adjacent cities for regional cooperation	7.90	988
Incentives for the business community to partner with government or sponsor public projects	7.76	990

<i>Of all of the Economic Expansion items just rated, which one stands out as being most important?</i>	Total	
	%	#
More high wage/high skill jobs	26.7%	267
Working more with universities to generate economic development	21.5%	215
Continued learning opportunities for adults to engage in lifelong learning	13.7%	137
Start-up business opportunities for emerging entrepreneurs	12.4%	124
Efforts designed to support and grow Fayette County's agricultural industry	11.1%	111
Establishing stronger working relationships with adjacent cities for regional cooperation	7.2%	72
Incentives for the business community to partner with government or sponsor public projects	5.8%	58

Round 1 Community Element / Idea / Theme:

New / Existing Business Expansion (142-Protect + 449 – Growth) = 591

P / G Factor: .32 Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

People Want: More good job opportunities
 Greatest Asset: Equine industry [30]
 Greatest Weakness: too few large companies / employers [10]
 Vision / Future: Better job opportunities [30]; retain young people [10]; build on horse industry [10]
 Great Idea Topics: Build on our assets to create an entrepreneurial, intellectual economy / environment; knowledge based industries; animal health economic corridor

Round 2 – Approaches Considered for this Community Element:

Restructure the existing tax structure to encourage business development and ensure more local control over tax revenues. 226

Recognize and expand UK's research and development as the primary driver for business and job expansion in the community. 211

Make it more compelling and easier to do business in Lexington-Fayette County; for example, tell our community's positive story more powerfully and successfully; streamline all assistance for growing businesses and jobs, and assist businesses interested in promising but challenging locations. 166

Concentrate efforts on connecting new and existing businesses to the financial resources (capital) and business relationships (networks) needed for success. 152

Phone Survey - Matrix

A combination of Start up business opportunities for emerging entrepreneurs and Working with Universities for Econ. Dev. is highlighted here as representative of community desire for New / Existing Business Expansion

Rank: 2 & 4 / 7 on a Scale of 1-10 = 8.27 Avg

Which stands out as being most important Economic Expansion need?

Rank: 2 & 4 / 7

(33.9% Combined)

339

Economic Expansion	Total	
	Mean	Base
<i>Summary</i>	8.08	998
More high wage/high skill jobs	8.52	994
Working more with universities to generate economic development	8.38	988
Continued learning opportunities for adults to engage in lifelong learning	8.25	994
Start-up business opportunities for emerging entrepreneurs	8.16	991
Efforts designed to support and grow Fayette County's agricultural industry	7.99	989
Establishing stronger working relationships with adjacent cities for regional cooperation	7.90	988
Incentives for the business community to partner with government or sponsor public projects	7.76	990

<i>Of all of the Economic Expansion items just rated, which one stands out as being most important?</i>	Total	
	%	#
More high wage/high skill jobs	26.7%	267
Working more with universities to generate economic development	21.5%	215
Continued learning opportunities for adults to engage in lifelong learning	13.7%	137
Start-up business opportunities for emerging entrepreneurs	12.4%	124
Efforts designed to support and grow Fayette County's agricultural industry	11.1%	111
Establishing stronger working relationships with adjacent cities for regional cooperation	7.2%	72
Incentives for the business community to partner with government or sponsor public projects	5.8%	58

Round 1 Community Element / Idea / Theme:

Agricultural Industry

(302-Protect + 150-Growth) =

452

P / G Factor: 2.01

Seen primarily as an area which our community values greatly and wants to protect

Seven Vital Questions - Relevant Responses

Greatest Asset: Equine industry [30]
 Greatest Opportunity: greater emphasis on tourism [10]
 Legacy / History: Equine industry [110];
 Vision / Future: build on horse industry [10]
 Great Idea Topics: animal health economic corridor

Round 2 – Approaches Considered for this Community Element:

Protect and build upon the region's signature equine industry and other aspects of agriculture such as animal research and health, field crops, produce, and other livestock.

333

Phone Survey - Matrix

Efforts designed to support and grow agricultural industry Rank: 5 / 7 on a Scale of 1-10 = 7.99

Which stands out as being most important Human Need? Rank: 5 / 7 (11.1%)

111

Economic Expansion	Total	
	Mean	Base
<i>Summary</i>	8.08	998
More high wage/high skill jobs	8.52	994
Working more with universities to generate economic development	8.38	988
Continued learning opportunities for adults to engage in lifelong learning	8.25	994
Start-up business opportunities for emerging entrepreneurs	8.16	991
Efforts designed to support and grow Fayette County's agricultural industry	7.99	989
Establishing stronger working relationships with adjacent cities for regional cooperation	7.90	988
Incentives for the business community to partner with government or sponsor public projects	7.76	990

Of all of the Economic Expansion items just rated, which one stands out as being most important?	Total	
	%	#
More high wage/high skill jobs	26.7%	267
Working more with universities to generate economic development	21.5%	215
Continued learning opportunities for adults to engage in lifelong learning	13.7%	137
Start-up business opportunities for emerging entrepreneurs	12.4%	124
Efforts designed to support and grow Fayette County's agricultural industry	11.1%	111
Establishing stronger working relationships with adjacent cities for regional cooperation	7.2%	72
Incentives for the business community to partner with government or sponsor public projects	5.8%	58

Round 1 Community Element / Idea / Theme:

Workforce Training & Education (131-Protect + 314 – Growth) = 445

P / G Factor: .42 Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

People Like: Diversity of opportunities
 People Want: More good job opportunities
 Greatest Weakness: losing young people after they receive their educations [10];
 Greatest Opportunity: Retain young people by providing opportunities [30];
 Vision / Future: Better job opportunities [30];
 Great Idea Topics: Build on our assets to create an entrepreneurial, intellectual economy / environment;

Round 2 – Approaches Considered for this Community Element:

Make Fayette County Public Schools the best. Set and reach a goal for Fayette County Public Schools to be ranked in the top tier of public school systems nationally.	389
Offer free college scholarships to students who commit to finish school here and stay for a specific time commitment.	233
Build a rich package of incentives to attract the best Preschool-12th Grade teachers in the nation; include financial incentives for excellent teaching, and many community benefits (example: free family pool passes or Kroger discounts like those offered to senior citizens).	228
Expand financial incentives to businesses that provide opportunities to their workers to receive training and become more highly skilled, allowing them to promote upward and advance through the work force.	213

Phone Survey - Matrix

A combination of Working with Universities for Econ. Dev. and Continued Lifelong Learning Opportunities is highlighted here, as representative of community desire for Workforce Training & Education.

Rank: 2 & 3 / 7 on a Scale of 1-10 = 8.32 Avg

Which stands out as being most important Economic Expansion need?

Rank: 2 & 3 / 7 (35.2% combined)

352

Economic Expansion	Total	
	Mean	Base
<i>Summary</i>	8.08	998
More high wage/high skill jobs	8.52	994
Working more with universities to generate economic development	8.38	988
Continued learning opportunities for adults to engage in lifelong learning	8.25	994
Start-up business opportunities for emerging entrepreneurs	8.16	991
Efforts designed to support and grow Fayette County's agricultural industry	7.99	989
Establishing stronger working relationships with adjacent cities for regional cooperation	7.90	988
Incentives for the business community to partner with government or sponsor public projects	7.76	990

Of all of the Economic Expansion items just rated, which one stands out as being most important?	Total	
	%	#
More high wage/high skill jobs	26.7%	267
Working more with universities to generate economic development	21.5%	215
Continued learning opportunities for adults to engage in lifelong learning	13.7%	137
Start-up business opportunities for emerging entrepreneurs	12.4%	124
Efforts designed to support and grow Fayette County's agricultural industry	11.1%	111
Establishing stronger working relationships with adjacent cities for regional cooperation	7.2%	72
Incentives for the business community to partner with government or sponsor public projects	5.8%	58

Round 1 Community Element / Idea / Theme:

Develop an Arts & Entertainment District(124-Protect + 521 – Growth) = 645

P / G Factor: .24 Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

People Want: More vibrant downtown, increased arts and cultural opportunities
 Greatest Weakness: Lack of a vibrant downtown [30]; need more cultural activities [10]
 Vision / Future: Increased cultural activities [10]; greater role for the arts in community life [10]
 Great Idea Topics: Creating a more vibrant downtown [50]; an arts and entertainment district (or districts) [20]

Round 2 – Approaches Considered for this Community Element:

Broaden the focus of the LFUCG office of economic development to include creative industry and arts development (a one-stop shop that coordinates economic development for the arts, such as incentives for renovation of buildings, loan guarantee programs, and assistance to entrepreneurs seeking to start arts-oriented facilities). 264

When developing an arts and entertainment district, incorporate available water-ways / water features into the development, such as a walk-way along Town Branch with places to sit and eat and enjoy water features. 227

Develop “brands” for various entertainment districts or segments of districts. For instance, a unique brand/name for areas based on various types of music, geographic identity, age of patrons, etc. 123

Phone Survey - Matrix

A district in the community where a variety of A/E facilities would be located Rank: 5 / 7 on a Scale of 1-10 = 7.66

Which stands out as being most important Cultural Creativity need? Rank: 6 / 7 (8.9%)

89

Cultural Creativity	Total	
	Mean	Base
<i>Summary</i>	7.72	998
A vibrant downtown	8.38	997
A greater diversity of cultural events that will appeal to many types of different people	7.72	991
Attracting visitors and encouraging tourism	7.71	992
Performing arts facilities and public art	7.67	992
A district in the community where a variety of arts and entertainment facilities would be located	7.66	989
Regional or national promotion of Lexington's "Horse Capital of the World" brand	7.48	987

<i>Of all of the Cultural Creativity items just rated, which one stands out as being most important?</i>	Total	
	%	#
A vibrant downtown	38.9%	389
A greater diversity of cultural events that will appeal to many types of different people	15.6%	156
Regional or national promotion of Lexington's "Horse Capital of the World" brand	12.6%	126
Attracting visitors and encouraging tourism	11.1%	111
Performing arts facilities and public art	10.9%	109
A district in the community where a variety of arts and entertainment facilities would be located	8.9%	89

Round 1 Community Element / Idea / Theme:

Attraction of Tourism (151-Protect + 443-Growth) = 594

P / G Factor: .34 Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

Greatest Asset: A growing, vibrant arts and cultural scene [10]
 Greatest Weakness: Lack of a vibrant downtown [30]; need more cultural activities [10]
 Legacy / History: Lexington's history as a community [30]; many well-preserved historic buildings [10]
 Vision / Future: greater role for the arts in community life [10]

Round 2 – Approaches Considered for this Community Element:

Create an arts / entertainment district that reflects our local heritage; (for example, Bourbon District, Town Branch trail, East End, etc.) 394

Provide for a Trolley system to facilitate movement and to connect cultural entertainment districts. 284

Pursue a centralized way to promote regional heritage tourism, such as Bluegrass Festivals; Bourbon Trail; etc. 207

Develop and implement new marketing signage for the region that includes Horse Capital brand, cultural activities, entertainment districts, performing arts venues, and etc. 161

Phone Survey - Matrix

Attracting visitors and encouraging tourism

Rank: 3 / 7 on a Scale of 1-10 = 7.71

Which stands out as being most important Cultural Creativity need?

Rank: 4 / 7 (11.1%)

111

Cultural Creativity	Total	
	Mean	Base
<i>Summary</i>	7.72	998
A vibrant downtown	8.38	997
A greater diversity of cultural events that will appeal to many types of different people	7.72	991
Attracting visitors and encouraging tourism	7.71	992
Performing arts facilities and public art	7.67	992
A district in the community where a variety of arts and entertainment facilities would be located	7.66	989
Regional or national promotion of Lexington's "Horse Capital of the World" brand	7.48	987

Of all of the Cultural Creativity items just rated, which one stands out as being most important?	Total	
	%	#
A vibrant downtown	38.9%	389
A greater diversity of cultural events that will appeal to many types of different people	15.6%	156
Regional or national promotion of Lexington's "Horse Capital of the World" brand	12.6%	126
Attracting visitors and encouraging tourism	11.1%	111
Performing arts facilities and public art	10.9%	109
A district in the community where a variety of arts and entertainment facilities would be located	8.9%	89

Round 1 Community Element / Idea / Theme:

Diverse Cultural Offerings & Events (129-Protect + 358-Growth) = 487

P / G Factor: .36 Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

People Want: increased arts and cultural opportunities
 Greatest Weakness: need more cultural activities [10]
 Vision / Future: Increased cultural activities [10];

Round 2 – Approaches Considered for this Community Element:

Make music and arts experiential education available and accessible to all children, perhaps a mandatory element of school requirements (as for other required subjects). 310

Pursue major advances in the private and public funding sources that are needed to more consistently and adequately support a growing arts / cultural climate, to help elevate the community to a higher, more competitive level. 231

Develop a unique historical/cultural museum that makes use of interactive technology, partners with other regional museums such as KY Artisan Center, Shakertown, Headley Whitney, has something relevant for all ages, and is attractive to both locals and tourists. Locate in the old Fayette County Courthouse Building. 142

Establish a film commission to promote Lexington – Fayette County and the Bluegrass region to the movie industry. 115

Phone Survey - Matrix

Greater diversity of cultural events appealing to different types of people

Rank: 2 / 7 on a Scale of 1-10 = 7.72

Which stands out as being most important Cultural Creativity need?

Rank: 12/ 7 (15.6%)

156

Cultural Creativity	Total	
	Mean	Base
<i>Summary</i>	7.72	998
A vibrant downtown	8.38	997
A greater diversity of cultural events that will appeal to many types of different people	7.72	991
Attracting visitors and encouraging tourism	7.71	992
Performing arts facilities and public art	7.67	992
A district in the community where a variety of arts and entertainment facilities would be located	7.66	989
Regional or national promotion of Lexington's "Horse Capital of the World" brand	7.48	987

Of all of the Cultural Creativity items just rated, which one stands out as being most important?	Total	
	%	#
A vibrant downtown	38.9%	389
A greater diversity of cultural events that will appeal to many types of different people	15.6%	156
Regional or national promotion of Lexington's "Horse Capital of the World" brand	12.6%	126
Attracting visitors and encouraging tourism	11.1%	111
Performing arts facilities and public art	10.9%	109
A district in the community where a variety of arts and entertainment facilities would be located	8.9%	89

Round 1 Community Element / Idea / Theme:

Performing Arts Facilities

(114-Protect + 317-Growth) =

431

P / G Factor: .36

Seen primarily as an area in which our community has much room to grow / improve

Seven Vital Questions - Relevant Responses

People Want: increased arts and cultural opportunities
 Greatest Weakness: need more cultural activities [10]
 Greatest Challenge: Generating more community support for the arts [10]
 Vision / Future: Increased cultural activities [10];
 Great Idea Topics: an arts and entertainment district (or districts) [20]

Round 2 – Approaches Considered for this Community Element:

Provide the opportunity for more outdoor performances by making greater, more frequent use of city and neighborhood parks.	308
Provide for a public 2500 – 3500 seat performing arts center, to help keep ticket prices affordable when attracting higher caliber acts.	206
Develop a centralized ticket distribution system to allow for greater ease of purchasing tickets to various arts and performance venues, and promote discounts for students / young people.	125
Change mandate of Opera House to include more national acts, while not sacrificing availability for local groups.	106
Provide for a world-class rehearsal and production space for performing arts, to increase revenue.	98

Phone Survey - Matrix

Performing arts facilities and public art Rank: 4 / 7 on a Scale of 1-10 = 7.67

Which stands out as being most important Cultural Creativity need? Rank: 5 / 7 (10.9%) 109

Cultural Creativity	Total	
	Mean	Base
<i>Summary</i>	7.72	998
A vibrant downtown	8.38	997
A greater diversity of cultural events that will appeal to many types of different people	7.72	991
Attracting visitors and encouraging tourism	7.71	992
Performing arts facilities and public art	7.67	992
A district in the community where a variety of arts and entertainment facilities would be located	7.66	989
Regional or national promotion of Lexington's "Horse Capital of the World" brand	7.48	987

Of all of the Cultural Creativity items just rated, which one stands out as being most important?	Total	
	%	#
A vibrant downtown	38.9%	389
A greater diversity of cultural events that will appeal to many types of different people	15.6%	156
Regional or national promotion of Lexington's "Horse Capital of the World" brand	12.6%	126
Attracting visitors and encouraging tourism	11.1%	111
Performing arts facilities and public art	10.9%	109
A district in the community where a variety of arts and entertainment facilities would be located	8.9%	89